

Social Studies Content Themes for Elementary/Middle School
From
“The Making of Milwaukee Curriculum”

Business/Industry:

Teaching about Business/Industry in Milwaukee

The following activities are from “The Making of Milwaukee” on-line curriculum.

- Advertising for a Milwaukee Company
- Old and New News (Writing a News Article)
- Community Tour
- Knowing Your Numbers Trivia Quiz
- Mapping Industries

ADVERTISING FOR A MILWAUKEE COMPANY

*** Note to Teachers: One aspect of this lesson involves students creating an advertisement for Miller Brewing Company in Milwaukee. While Miller Brewing Company was a significant part Milwaukee’s history, this activity is not intended in any way to promote the use of alcohol. Make sure you have several strategies to deal with any potential comments or issues related to students’ work before using this activity.*

1. Go to the “Image Library” of the “In the Classroom” section of *The Making of Milwaukee* website, www.themakingofmilwaukee.com and choose “Lesson Activity Images” from the pull down menu. Use the “search” tool to find the photos of advertisements for “Layton & Co., Pfister and Vogel, and Harley Davidson”.

Then discuss the following questions with students:

- What is being used to attract customers to this product?
 - Do you think this was effective in attracting customers during this time? Why? Why not?
 - Do you think this would be effective in attracting customers today? Why? Why not?
 - Would you buy a product based on this ad? Why? Why not?
2. Now give students a product made by one of the following companies discussed in the video and have them use details from the video about these companies and their products to create an advertisement for the company’s product. Students can use the chart from Activity 3, Labor Negotiations in Milwaukee, to help them see the products made by each company. Students could role play a television commercial, do an advertisement for a radio broadcast, or design a visual advertisement for a newspaper or magazine.
 - The Milwaukee Iron Company

- Miller Brewing Company
 - Allis-Chalmers Company
 - Harley Davidson Motorcycles
 - Allen-Bradley Company
 - A.O. Smith Company
 - Harnischfeger Company
 - Falk Company
 - Kearney and Trecker Company
 - Northwestern Mutual Life Insurance
3. Students should present their work to the class and be prepared to explain why they think people will buy their product based on their advertisement. You may have an outside party or even the class vote on the best advertisement and offer some type of prize. Students may work by themselves or in groups to complete this activity.

OLD AND NEW NEWS

Go to the “Image Library” of the “In the Classroom” section of The Making of Milwaukee website, www.themakingofmilwaukee.com and choose “Lesson Activity Images” from the pull down menu. Use the “search” tool to find the photos of “Allis Chalmers”.

1. Have students examine the following two photographs from Allis Chalmers: “E.P. Allis Reliance Works Interior and Product” and “Famous Footwear was formerly a Allis-Chalmers Machine Shop. The overhead crane still visible.” Then have students pretend they are newspaper reporters at the opening of the strip mall where the Allis-Chalmers factory used to be in Milwaukee.
2. Have students write a news article that includes a detailed description of what the inside of the mall used to look like based on the photo of the factory from 1894 and the changes that have taken place in the present day. They should include realistic quotes and observations based on the photographs and speculate on the reasons why the changes took place and how this place evolved over time. As an alternative to this assignment, the teacher might want to allow students to act out a news program in front of the class that includes a detailed description of what the inside of the mall used to look like based on the photo of the factory from 1894 and the changes that took place over time. Perhaps they might want to include mock interviews with former workers or owners of the factory to help the audience understand the transformations that were made in this building.
3. Have students share any work with the rest of the class.

COMMUNITY TOUR

***Note to teachers: One aspect of this lesson involves possibly having students tour Miller or Sprecher Breweries in Milwaukee. While these companies have had and continue to have a significant role in Milwaukee's economy, this activity is not intended in any way to promote the use of alcohol. Make sure you have several strategies to deal with any potential comments or issues related to this activity.*

1. Have students take a tour of companies still located in Milwaukee. For example Harley Davidson and Miller or Sprecher Breweries offer tours. Students should write a report about their observations and any information given on the tour.
2. As part of their report they could discuss how their impressions of these companies compare with the descriptions of the companies and working conditions described in the video.
3. Students should share their findings with the class.

KNOWING YOUR NUMBERS TRIVIA QUIZ

1. Have students circle the statements that they think are true about Milwaukee during this period of time and change the statements they think are false into true statements.

Note: None of the statements are false due to the dates given.

- By 1873, the Milwaukee Iron Company in Bay View was the largest producer of railroad rails in America. (correct to say 2nd largest)
- By 1879, meat-packing was Milwaukee's largest industry.
- By 1890, Milwaukee was the largest producer of tanned leather on the planet.
- By 1874, Milwaukee's Miller Brewery was the largest in the US. (correct to say Pabst)
- By 1886, Northwestern Mutual was the largest life insurance company in America. (correct to say 7th largest)
- Falk Corporation is the largest manufacturer of precision industrial gears in America.
- Pawling and Harnischfeger were at one time the world's largest producers of overhead cranes in the late 1800's.
- The A.O. Smith Company was at one time the country's largest maker of car frames during the 20th century.
- In the late 1800's, Edward P. Allis' Reliance Works made the largest steam engines in the world.
- By 1910, Milwaukee had the highest concentration of adult males who were industrial workers than any other city in America (correct to say 2nd highest).

MAPPING INDUSTRIES

1. The following companies and workplaces played a very significant role in Milwaukee's rise as a "City of Industries" and "Machine Shop of the World" and still play a significant role:
2. Access a map of Milwaukee at the following website: <http://www.mapquest.com/>
Or, access a Milwaukee map on *The Making of Milwaukee* website:
www.themakingofmilwaukee.com
3. Have students go to a phone book or use the yellow pages at <http://yp.yahoo.com/> to locate the places on a map.
 - Harley Davidson Motorcycle Company
 - Rockwell Automation (formerly Allen-Bradley Company)
 - Falk Company
 - Harnischfeger Corporation
 - Northwestern Mutual Life Insurance
 - Miller Brewing Company